



Best Practices for Submitting PDF Files

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Overview

- What's a PDF?
- Considerations
- Print vs. Monitor
- Creating a Press Optimized PDF



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What is a PDF?

- Portable Document Format
- Developed by Adobe in 1991
- “Paperless Society”



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What is a



If created properly, PDF files should contain embedded fonts, graphics, color data, and layout structure.



Why PDF?

- **Cross Platform**
Both Mac and PC

- **Acceptability**
Does anyone know a printer who won't accept PDF files?

- **File size**
Reduced size compared to native format and optimizes for output

- **Based on PostScript Language Model**
Transfers easily to image setters/RIP/DTP technologies





Consideration

S

- **Fonts**
PostScript Type 1, OpenType and TrueType

- **Color**
RGB vs CMYK and Pantone

- **Resolution**^(spot)
300 dpi @ 1:1 ratio

- **Bleed**
Include bleeds - output oversized



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Print vs Monitor

Why does it look
different when I print it?





Reasons

- Incorrect Resolution
- Incorrect Color Profile
- Incorrect or No Fonts



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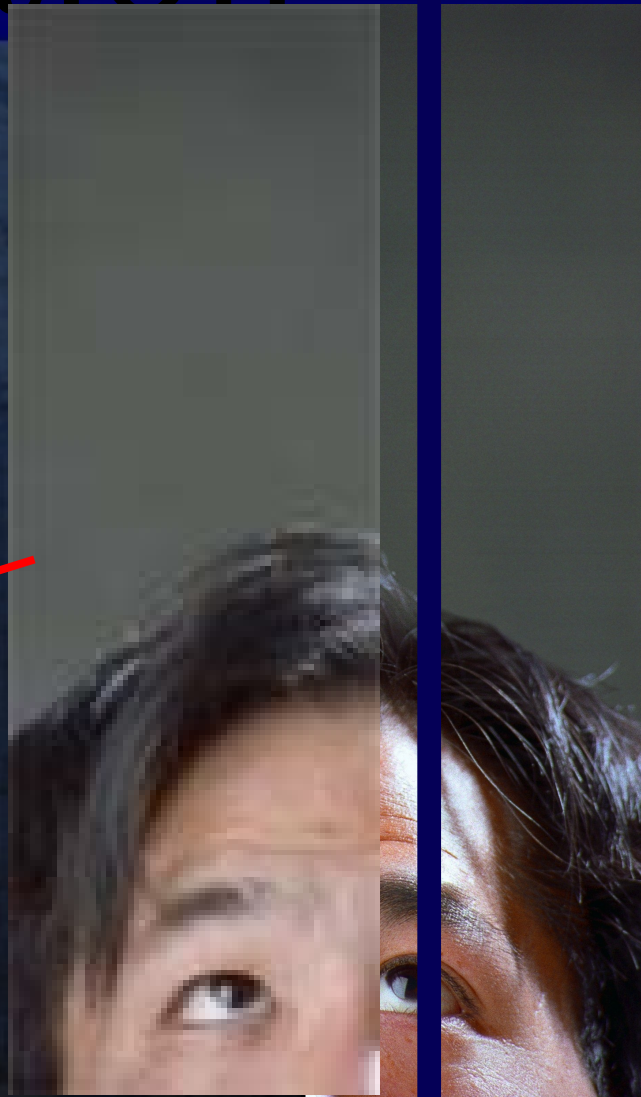
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Resolution

- 300 dpi = photographs
- 800 - 1200 dpi = raster images containing text or line art
- 72 dpi = on monitor (screen)
- 1:1 ratio = scanning and resizing

Resolution

72 dpi



300 dpi

Color Profile

Use only for monitors
• **RGB = BAD** as in Bad

• **CMYK = Good**

• **Pantone Colors = Good** if defined
Use for print but include consistent color names

Fonts

- Postscript 1 fonts
Preferred - Industry Standard
- OpenType fonts
Also preferred
- TrueType fonts



Try not to use with Postscript fonts - Can cause output problems

Obtaining a Font Manager (ATM) is a good investment



How to Create a PDF

Press-Optimized PLEASE



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What should I use?

- **Install Full Version Adobe Acrobat**
Preferred - Industry Standard (version

- **Download our Distiller job options**
5 or 6)

<http://www.gpo.gov/procurement/ditsg/downloads.html>

- **Professional Layout Programs**

Adobe, Macromedia, QuarkXPress, etc.



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What should I not use?

- PDF Writer - AHHHHHH!
Only use for simple text documents to be shared within the office
- Office Graphics Software

Word, PowerPoint, Excel, Word Perfect



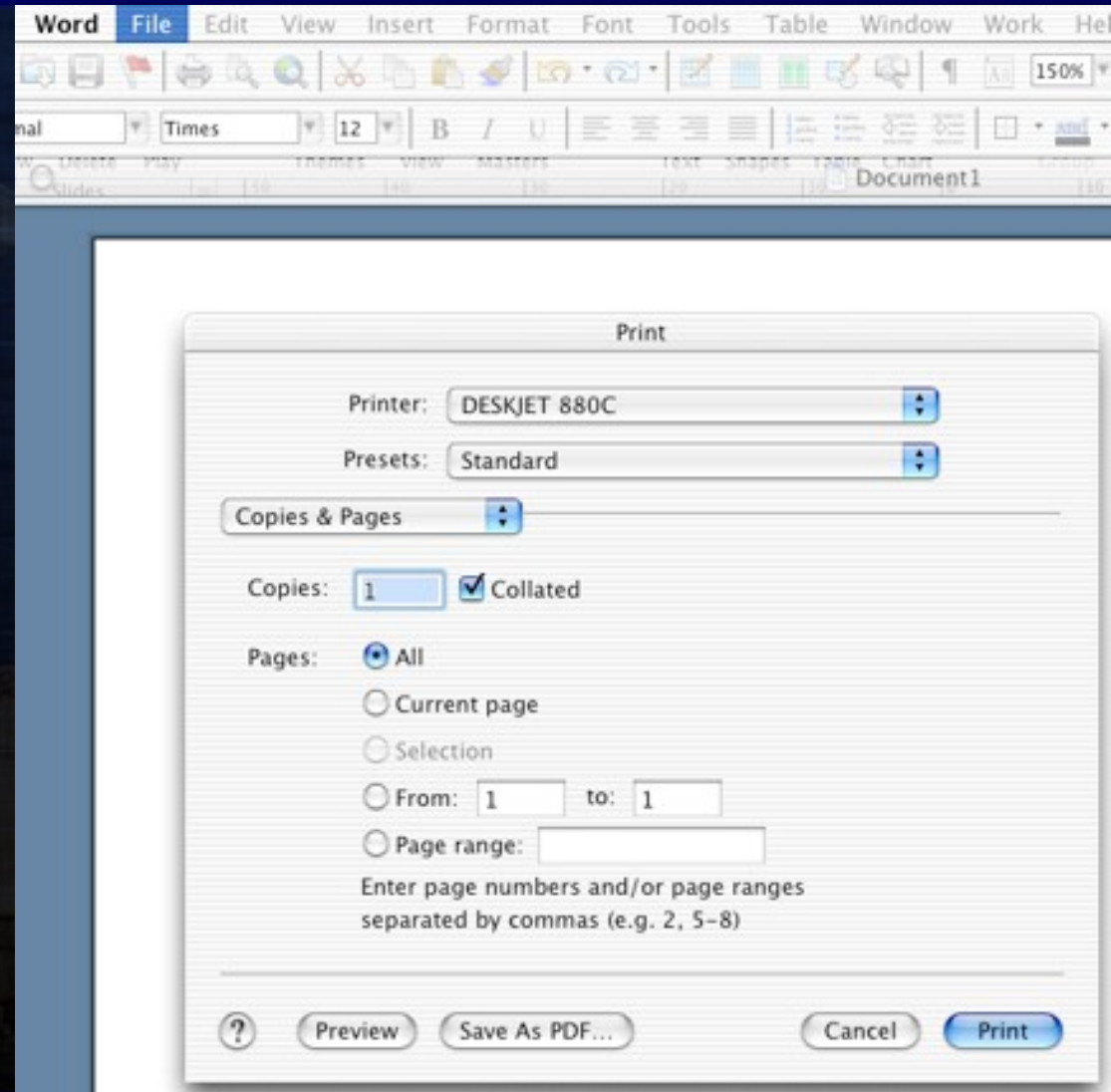
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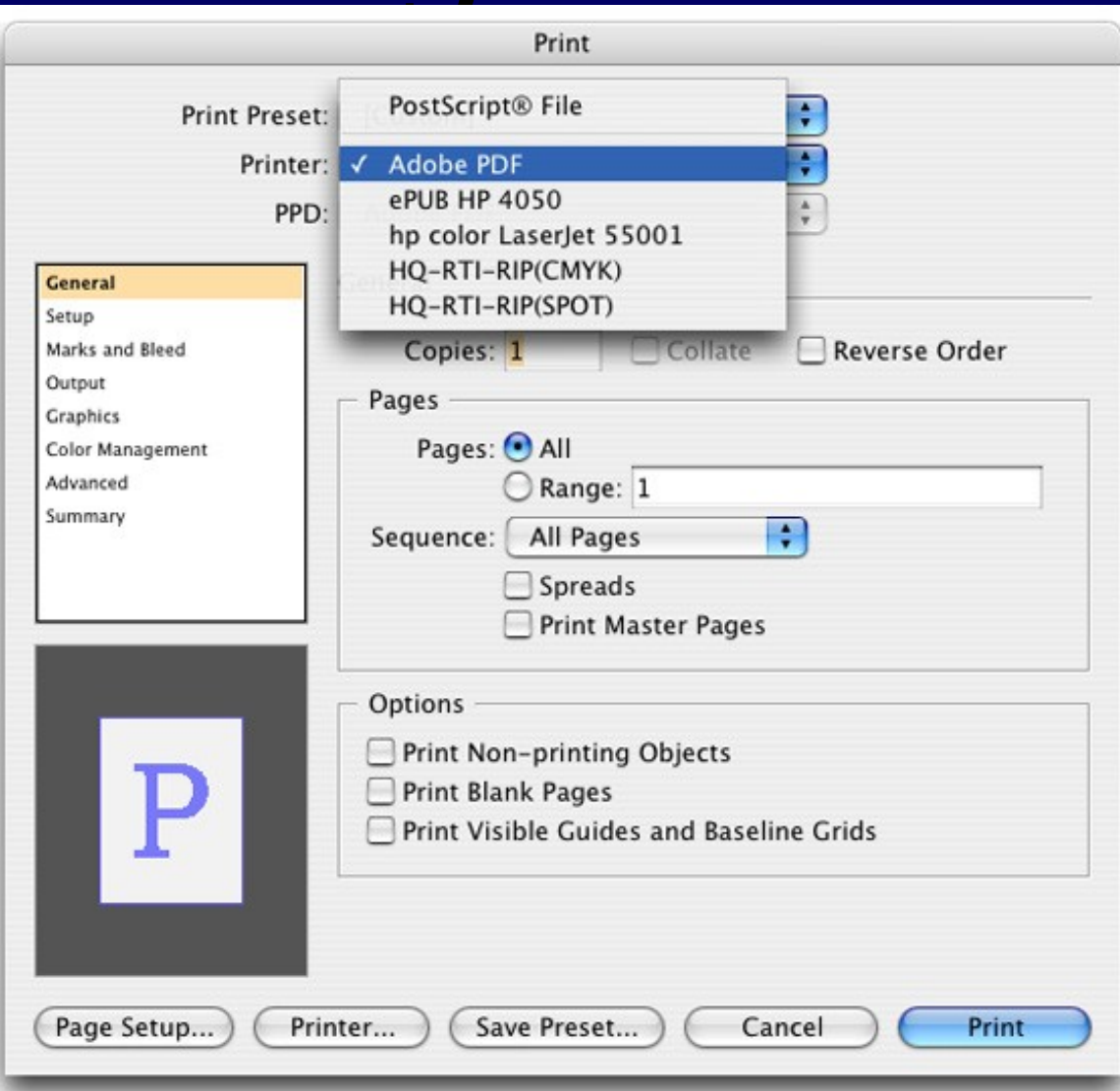
There is a Difference



Microsoft Word Print Options

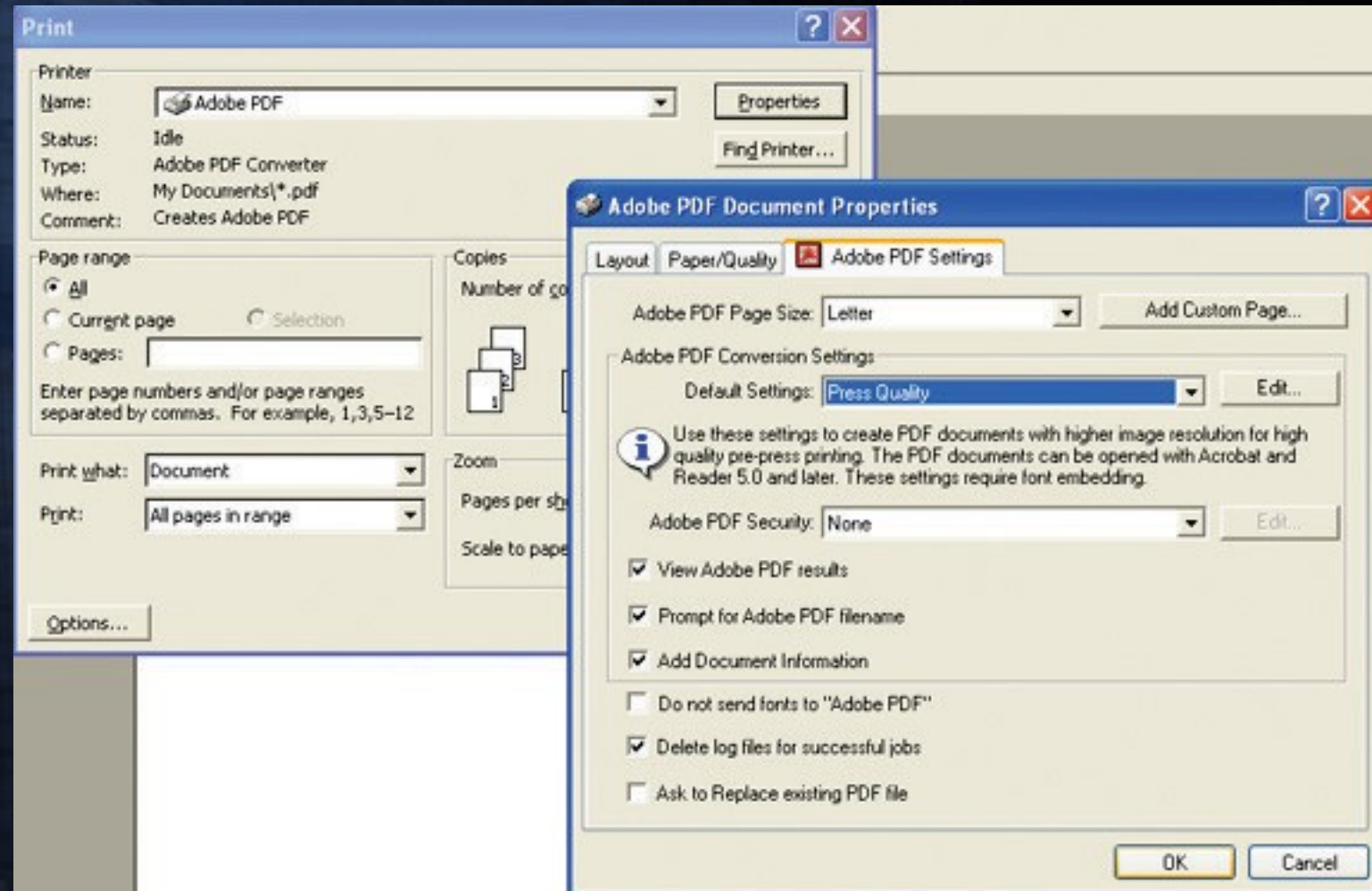


A Big Difference



Adobe InDesign Print Options

Word with Acrobat 6



Word with Acrobat 5

- Print to File
- Open up in Distiller
- Select Press Optimized
- Locate on Desktop





Word with Acrobat 5

Print [?] [X]

Printer

Name: Acrobat Distiller [v] [Properties]

Status: Idle

Type: AdobePS Acrobat Distiller

Where: C:\Documents and Settings\All Users\Desktop*.pdf ☒ Print to file

Comment:

Page range

☒ All
☐ Current page ☐ Selection
☐ Pages: []

Enter page numbers and/or page ranges separated by commas. For example, 1,3,5-12

Copies

Number of copies: [1] [v]

☒ Collate

Zoom

Print what: [Document] [v]

Pages per sheet: [1 page] [v]

Print: [All pages in range] [v]

Scale to paper size: [No Scaling] [v]

[Options...] [OK] [Cancel]

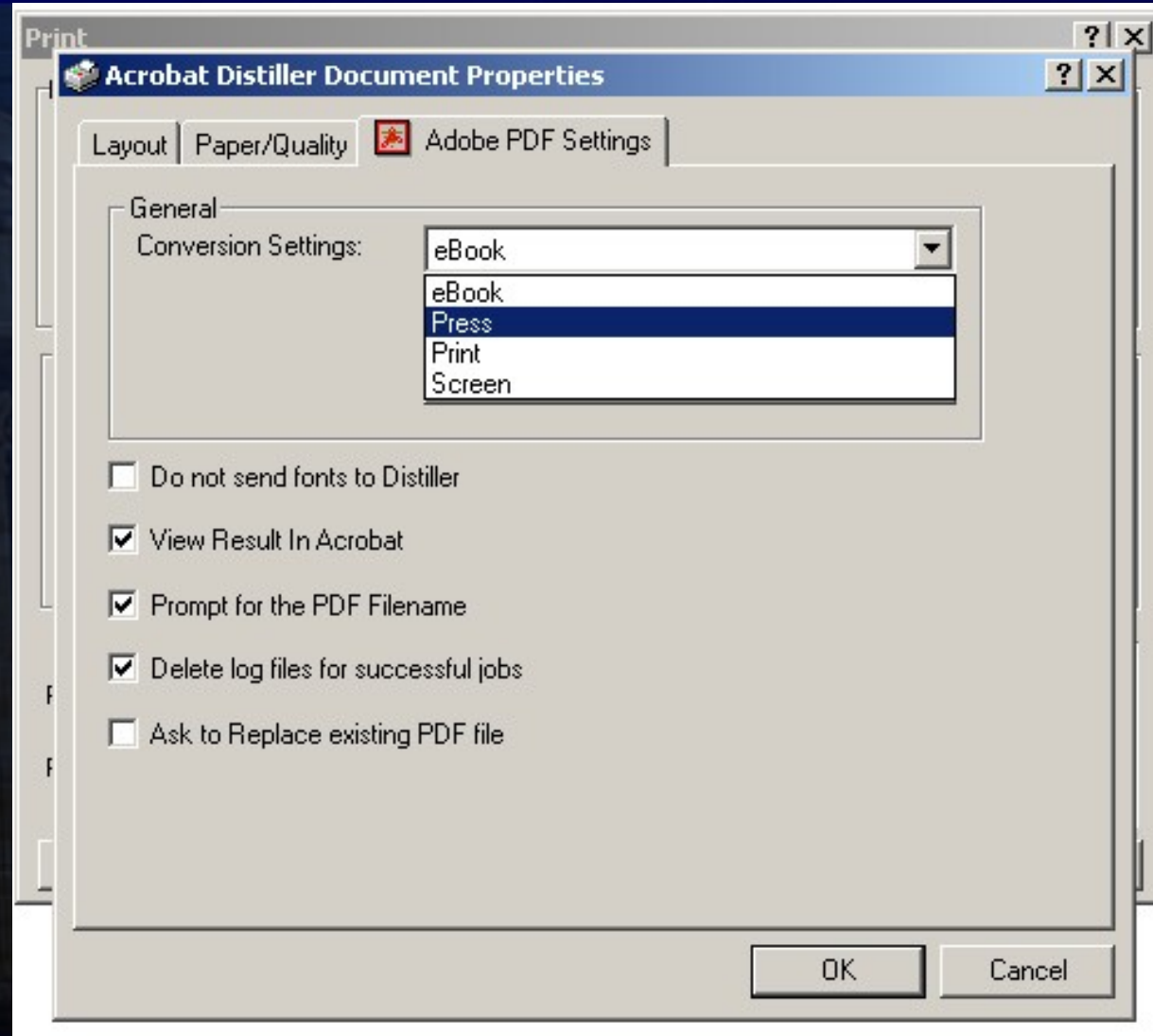


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Word with Acrobat 5

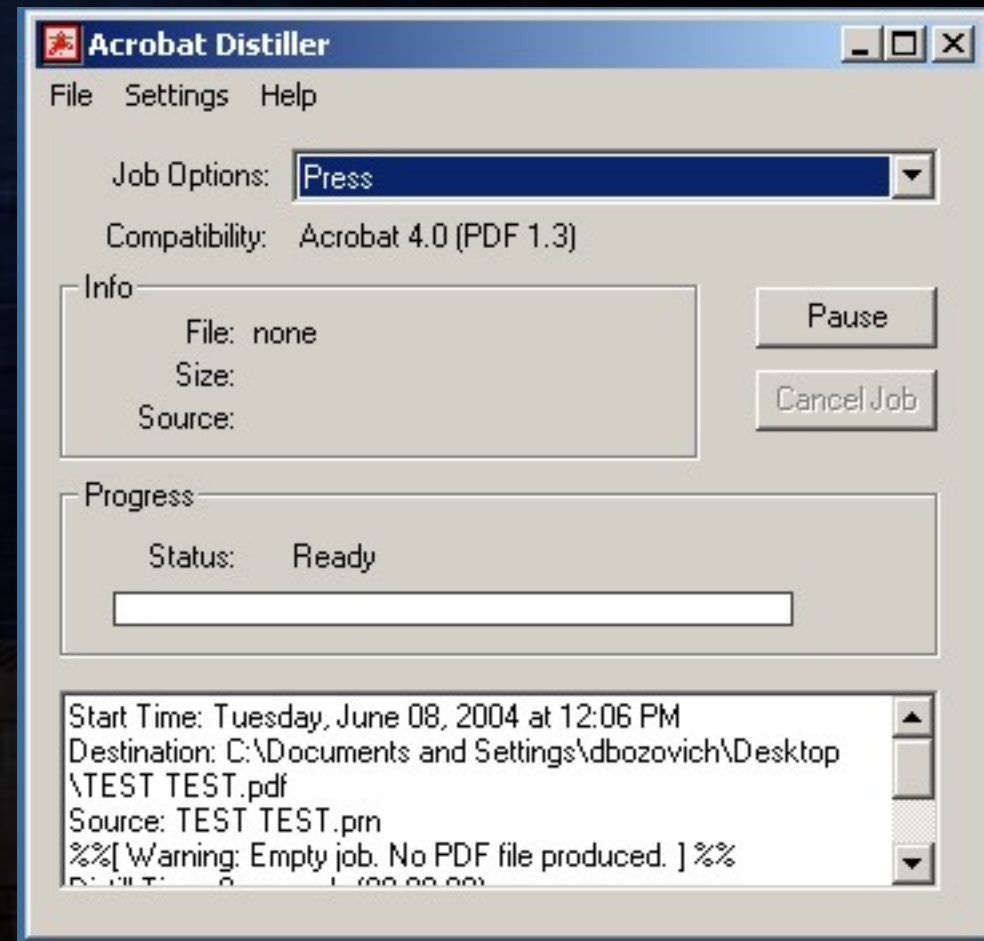


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Word with Acrobat 5

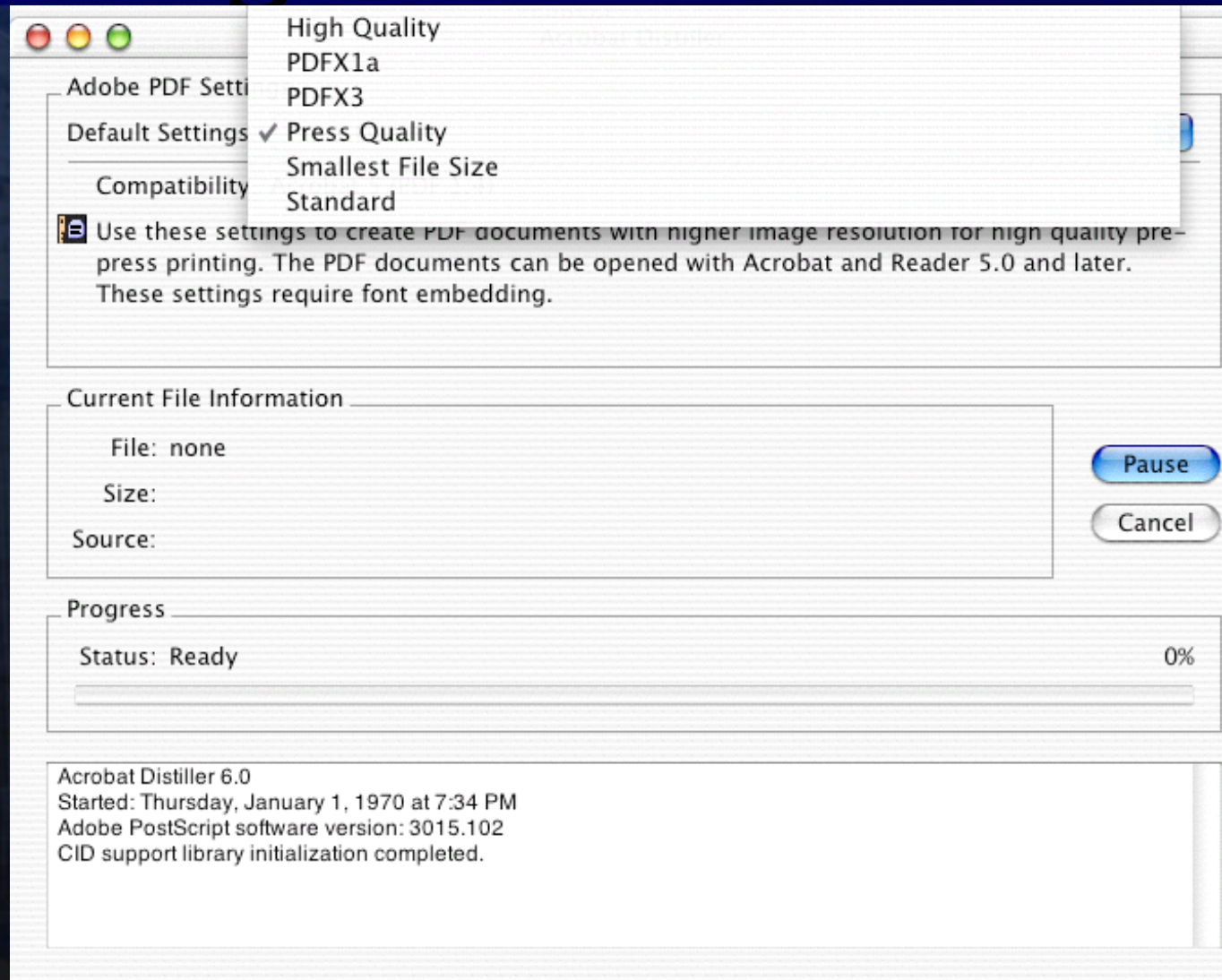


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PDF Settings



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PDF Settings

General Images Fonts Color Advanced PDF/X

Description

Use these settings to create PDF documents with higher image resolution for improved printing quality. The PDF documents can be opened with Acrobat and Reader 5.0 and later.

File Options

Compatibility: Acrobat 5.0 (PDF 1.4)

Object-Level Compression: Tags Only

Auto-Rotate Pages: Collectively By File

Binding: Left

Resolution: 2400 dots per inch

☒ All Pages

☐ Pages From: To:

☐ Embed Thumbnails

☒ Optimize For Fast Web View

Default Page Size

Units: Inches

Width: 8.5000 Height: 11.0000

Help Save As... Cancel OK



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PDF Settings

General Images Fonts Color Advanced PDF/X

Color Images

Sampling: Bicubic Downsampling to 300 pixels per inch
for images above: 450 pixels per inch

Compression: Automatic (JPEG)

Image Quality: Maximum

Grayscale Images

Sampling: Bicubic Downsampling to 300 pixels per inch
for images above: 450 pixels per inch

Compression: Automatic (JPEG)

Image Quality: Maximum

Monochrome Images

Sampling: Bicubic Downsampling to 1200 pixels per inch
for images above: 1800 pixels per inch

Compression: CCITT Group 4

Anti-Alias to gray: Off

Help Save As... Cancel OK



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PDF Settings

General Images Fonts Color Advanced PDF/X

☒ Embed All Fonts
☒ Subset Embedded Fonts When Percent Of Characters Used Is Less Than: %
When embedding fails: Warn and Continue

Embedding

Macintosh HD:Users:epub: ▾

Font Source

Add->

Always Embed Font

Never Embed Font

Add->

Add Name... Remove

Help Save As... Cancel OK



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Additional Support

- ePUB's 300.6
- <http://www.access.gpo.gov/procurement/ditsg/index.html>
- www.adobe.com
- www.planetpdf.com
- www.pdfzone.com
- "Adobe Acrobat 6 PDF Bible" by Ted Padova



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Thank You

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